

HAYO BETHLEHEM

Curriculum Vitae

Personal information

Name » **Hayo Bethlehem**
Date of birth » 18 mei 1982
Address » 263 Elandstraat
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Hometown » The Hague
Gender » Male
Marital status » Living with partner
Nationality » Dutch
Driving license » B (yes)
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Languages » Dutch (native)and English (fluent).

Education

Multimedia Design (MBO)

» **Grafisch Lyceum Rotterdam**
August 2001 – June 2005
Experience in managing small projects (3 to 6 team members), Video productions (directing), various design techniques and methods, concept development, 3d/2d animation, typography, participating in WorldSkills 2003.

Management training-weekend

» **Rotary Youth Leadership Award**
March 2003
Management training: During a weekend role playing an interim manager of a multinational, and being confronted with difficult choices.

Vormgeving en Ontwerp van Interactie (HBO)

» **Haagse Hogeschool**, The Hague
September 2000 – February 2001
IT course with focus on working in projects, the basics of programming, logic, and process management.

HAVO (Middelbaar Onderwijs)

» **Scala College**, Alphen a/d Rijn
1995 - 2000
Majors: Dutch, English, Geography, Mathematics, History, Biology.

Gymnasium

» **Stedelijk Gymnasium Leiden**
1994 – 1995
» **Typing course**
First quarter 1994
» **Smartsite CMS editor course**
April 2007
» **Reportage journalism**
Oktober 2011
» **Steadicam operator workshop**
November 2011

Employment history

Senior front-end developer and architect

» **ANWB**, The Hague (4000+ employees, Dutch automobile association)
August 2010 – present
Teamleader of the front-end developers. My main focus is to find ways to optimize the XHTML/CSS deployment strategies so the time to market for web applications could be lowered. Besides that I'm involved with the numerous (re)design projects and innovation.

Designer and web developer

» **Schuttelaar & Partners**, The Hague (80+ employees, communications consultancy)
August 2009 – August 2010
Working in the 'online' business unit and focusing on front end development, photography, social media and multimedia.

Functional administrator

(Staffed by Itera)

- » **SDU Uitgevers**, The Hague
April 2009 – present

(500+ employees, publisher)

Issue management of enterprise content management systems like Tridion, Hippo and Sitecore.

Interaction designer

(Staffed by Itera)

- » **ICTU/TenderNed**, The Hague
October 2008 – March 2009

(500+ employees, government/IT)

User interface design and frontend xhtml/css (overheid webrichtlijnen compliant) development for TenderNed, a web application commissioned by MinEZ. Secondary: css/xhtml work on Antwoord voor Bedrijven.

Communication advisor

(Staffed by Itera)

- » **Nationaal ICT Instituut in de Zorg**, Leidschendam
May 2008 – October 2008

(70+ employees, Government/health)

Editorial work for a government health project 'Landelijk Electronisch Patientendossier'. Besides content production for the website, I was also involved in the production of letters and forms that were distributed on a national level and I participated in many meetings on the communication strategies for the national publicity campaign.

Technical consultant

(Staffed by Itera)

- » **Reed-Elsevier**, Amsterdam
March 2008 – May 2008

(10000+ employees, publisher)

Technical expert and interaction designer for Scirus Topicpages. Part of a UCD team. The project was managed through Agile processes and rapid prototyping

Consultant/developer

(Staffed by Itera)

- » **KPN**, The Hague
November 2007 – March 2008

(10000+ employees, telco)

CSS troubleshooting for KPN.com and cleaning up template code. Creating xhtml/css templates for retail and corporate websites. Included a senior role, with one CSS developer working underneath me.

Junior Projectleader

- » **Itera BV.**, The Hague
September - October 2007

(80+ employees, ICT/consultancy)

Developing and teaching a course on internet search methods and technologies for Agentschap Telecom (MinEZ) and managing the development process for the new website for Itera.

Web manager

(Staffed by Itera)

- » **GBO.Overheid**, The Hague
June – August 2007

(80+ employees, government)

Responsible for maintenance of the web publication platform for this meta-data government project. Wrote development plans for improving the site, wrote articles about Dublin Core, did research on existing metadata-standards, created a link database of relevant resources.

Web manager

(Staffed by Itera)

- » **Politie Nederland – Directie Mobiele Diensten**, Driebergen
February – May 2007

(200+ employees, law enforcement)

Coordinating the launch of the extranet website of the C2000 communication system organisation. Other activities: Drawing up maintenance plans, aiding in content creation, writing guidelines for content, troubleshooting and communicating with the web development firm, writing documentation, giving workshops to editors and users. (Staffed by Itera)

Owner/webdesigner

» **Plerion VOF**, Hazerswoude Rijndijk
January 2004 – December 2007

(2 employees, web design studio)

Co-owner of this Internet consultancy and web design firm.

Activities included (but were not limited to) client relations, project management, graphic design, consultancy and marketing. Clients included: de Nederlandse Bank, Centraal Bureau voor de Statistiek, OLON, Mediadesign, Radio Rijnwoude, Basisschool j.p.f. Steijaert, VVD Leiden.

Designer

» **Headline Interactive**, Nieuw-Vennep
August – December 2006

(10 employees, design firm)

Designing and implementing (internet-)concepts for clients, including Konica-Minolta, Europcar, DRO Amsterdam, Unieboek, Volkskrant and ING. Primary focus on interface design, in addition to some frontend development.

Webdesigner

» **Manpower Nederland BV**, Diemen
January – March 2006

Restyling all intranet applications for the new style guide and cleaning up the legacy HTML. Also designed a touch screen display interface and manufactured website design templates for visual studio '05.

Interim systems engineer

» **Linx Crossmedia BV**, Weesp
September 2005

Helping out with search engine optimisation of websites, managing the PDF Certification.

Frontend developer

» **Sanoma Uitgevers BV**, Hoofddorp
August 2005

Converting graphic designs for further use in the content management system. Worked on templates for: Nouveau magazine, Zin Magazine, Nieuwe Revu and SEN Magazine.

Consultant/webmaster

» **ICT~Office**, Woerden
January - April 2005

Webmaster for Smartsite CMS. Helped map out the internet activities, including troubleshooting the contracts, coordinating changes and clarifying management issues.

Frontend developer

» **ARA Interactive**, Rotterdam
July 2004

Building specific XHTML/CSS components for sphinx.nl.

Frontend developer

» **Zappwerk b.v.**, Delft
June 2004

Construction of HTML templates for Oranjewoud.nl, and several smaller jobs on the intranet website of the Open Universiteit. Other projects done for Zappwerk include XHTML work on Waterland and Bosch Universe.

Webmaster

» **Parity Solutions b.v.**, Nieuwegein
January 2001 – July 2003

Projects included: coordinating the development of the training website, designing several presentations in Flash, implementing a new corporate style in multimedia, assisting marketing by designing print adverts and flyers, writing web design courseware.

Administrative assistant

» **Nederlandse Organisatie voor Wetenschappelijk Onderzoek**, The Hague
March – April 2002

Administrative processing of grant proposals and supporting the creation of the first ICT-Kenniscongres.

Junior webdeveloper

» **Switch Automatiseringspersoneel bv**, Leiden
Summer 2000

Creating a derivative style guide for Switch Financial Recruitment, based on the existing corporate guide. Also responsible for the construction of several websites.

Webdesigner

» **Self employed**
Early 1999 – January 2004

Designing and building websites for small and medium sized clients: Vereniging voor Effectenbezitters, Scala College, Freudenthal Instituut, Radio Rijnwoude, Autobedrijf Geenjaar, VVD Rijnwoude, Vakkanjers.

Webdesigner

» **Universiteit van Amsterdam**
Summer 1999, full year 2001

Working in a small team for the Economics and Econometrics faculty, to convert course ware into a dynamic web application. Responsible for text to HTML conversion.

Volunteer work

Photographer/video-journalist

- » **Lokale Omroep Rijnwoude**, Hazerswoude Rijndijk (Local public broadcaster, 50+ members)
April 2002 – present

Various functions in this local Radio station. Currently: photojournalist, creating photo reports of local events and videographer, shooting and editing of local news features, for display on the web. Previously I designed the “TV Krant” TV Channel, designed the website, was chief editor TV Krant and chief editor of the Top 25 radio show. Learned a lot about press communication and professional journalism. I’m currently researching and implementing media innovation and cross-platform possibilities.

Active member

- » **VVD** (political party, 10 000+ members)
July 2002 – Present

Various functions in this liberal political party. Currently PR at Kamercentrale Zuid-Holland Noord and Video guy at VVD NEXT. previous functions within VVD: board member public relations VVD Rijnwoude, webmaster VVD Rijnwoude, election committee VVD Rijnwoude.

Team photographer

- » **American Footballteam “Alphen Eagles”**, Alphen a/d Rijn (sportsclub, 50+ members)
September 2004 – September 2005

Shooting the games, and providing publicity pictures for the club.

“Archeotolk”

- » **Archeon**, Alphen a/d Rijn (archaeological theme park, 70+ employees)
Summer 1994 - 1996

The Archaeological theme park “Archeon” is “inhabited” by guides. I was a local medieval shoe-maker apprentice, and lectured the visitors on life in that age.

Internships

Centralsoft b.v.

- » Developing a website on an asp.net framework.
Designing fax-mailings and ads.
August 2003 – December 2003

Parity Solutions b.v.

- » Developing internet-related training courses, designing a new intranet website and a new corporate website. Supporting marketing by designing ads, folders and presentations.
January 2003 – June 2003

Reclamestudio Ed Wentink b.v.

- » Designing and applying stickers and striping to cars.
April 1999

Centraal Bureau voor de Statistiek

- » Working in the testlab and assisting the systems administrator.
April 1998

Computer Experience

Software I've worked with:

- » Adobe Illustrator, Indesign, Photoshop, Audition, Premiere Pro, Soundbooth, Encore, Flash. Various browsers, MS Office, MS Windows, Open Office.org, various texteditors, currently Intype, SVN, Jira, Confluence, Google Earth.

Internet techniques I've used

- » XHTML, HTML, cHTML, webstandards, usability, Accessibility (WAI, Overheid webrichtlijnen), XML, CSS, Tableless Design, Flash, PHP (beginner level), Smartsite CMS, Snel-site CMS, Symphony CMS, Textpattern CMS, Siteconnect CMS, Wordpress CMS, OpenIMS CMS, Tridion CMS, Sitecore CMS.

Hardware I've used:

- » Small networks, digital video camera's (dv/hd/semi-pro), PC's, laptops, Apples, various peripheral devices (scanners, printers, etc), Digitale photo cameras (pro, semi-pro).

Publications and awards

Submission to poster session of the International Blaise Users Conference 2006

- » *may 9 2006*
User-friendly Web Surveys. Poster en White paper.

Naar Voren webmagazine (http://naarvoren.nl/artikel/gemeentelijke_websites/)

Livre, Magazine over Open Source Software en Open Standaarden

- » *July 4 2005, August 26 2005*
"Developing municipal council websites". Article by Hayo Bethlehem and Faruk Ateş

Bronze Medal Webdesign.

- » *2003*, World Skills Championship, St. Gallen, Zwitserland.

Award best TV-Channel.

- » *2005*, OLON RTV Awards, Bussum.

Hobbies

I'm fond of Science Fiction books, so I try to read a lot. Other reading interests include history, philosophy, strategy and international diplomacy. Press- and reportage photography, web design, new technology, graphic design and video production. Focal point of this is my website <http://hayobethlehem.nl>, where I test the latest techniques and ideas. An overview of some of my multimedia work:

- » <http://vimeo.com/hayo/videos/>
Various videos produced by me.
- » <http://hayobethlehem.nl/photography/>
Personal photo albums.